

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

To:	RJR ACCOUNT #: #570300	CC:	162206
	MR. T. HYRB SCHEIDELMAN, INC.	CC:	
FAX #:	(315) 732-6219		

PARTNERS PROMOTION REPORTING: DOR SEPT JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	30
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

PRODUCT PO # 081898

DISPLAYS / PREMIUMS PO # N/A

Short one case - Received damaged Build short
VM to RRS 8/20/98

DESCRIPTION	
8/18/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$1,344.64	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
30	NO. OF DISPLAYS ON CUSTOMER LIST
\$56.00	PACKING PAYMENT (\$14.00 X 4 (6M) PROMOTED CASES)

DESCRIPTION	
8/18/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
0	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE / DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

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WHOLESALE : 570300 SCHEIDELMAN, INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162238	172451	NU MART, INC.	2328 STATE ROUTE	WEST MONROE	NY	13167	3				(315) 668-6384
162202	162232	753483	LOFFT'S MARKET	2651 ERIE DR	WEEDSPORT	NY	13166	2			650	(315) 834-9988
162202	162238	696617	C&J'S GROCERY	370 COUNTY ROUTE	PENNELLVILLE	NY	13132	1			0205	(315) 695-2131
162206	162235	172352	WILLIAMSON FOODLAND	102 E SCHUYLER ST	BOONVILLE	NY	13309	2				(315) 942-2614
162206	162235	806798	MARY'S PLACE	55 CENTRAL PLZ	ILION	NY	13357	2			CIG	(315) 894-4554
162206	162234	667897	BOB'S COUNTRY STORE	ROUTE 166	ROSEBOOM	NY	13450	2			0022	(607) 264-3007
162206	162235	769173	NICE N EASY #2502	8035 STATE ROUTE	BARNEVELD	NY	13304	1				(315) 896-2139
162206	162238	172450	VELLAS HOMETOWN MKT	45 REDFIELD ST	CONSTANTIA	NY	13044	3				(315) 623-9472
162206	162236	086899	KEKIS MOBIL SERVICE	400 W DOMINICK ST	ROME	NY	13440	3			3043	(315) 336-3130
162206	162234	787328	FREDS FAMILY FOODLA	3478 ONEIDA ST	CHADWICKS	NY	13319	2				(315) 737-9564
162206	162235	539527	BAILEY'S STOP & SHO	12034 STATE ROUTE	REMSEN	NY	13438	2				(315) 831-5895
162206	162235	596637	HILLTOP MARKET	ROUTE 26 - BOX 30	WEST LEYDEN	NY	13489	1			3026	(315) 942-2338
162206	162236	173070	SAL'S GROCERY	115 N MAIN ST	CANASTOTA	NY	13032	3			3038	(315) 697-7932
162206	162235	419907	NICE N EASY #2501	12200 STATE ROUTE	POLAND	NY	13431	2	NYS			(315) 826-7222
162305	162233	178332	KIRKS	MAIN STREET	PHOENICIA	NY	12464	1			593	(914) 688-9932

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 30

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